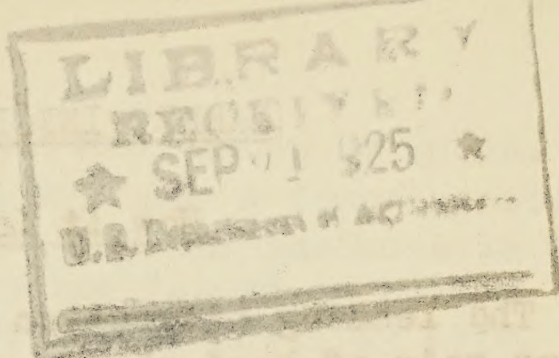


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

MARKET INFORMATION

A booth exhibit showing the value of market news service to farmers and others.

Specifications

Floor space - - - - - 10' front, 10' 6"

Wall space - - - - - None. (deep.

Shipping weight - - - - - 620 lbs.

Electrical requirements - 110 volt A.C.
current.

Booth has two electric circuits and requires
400 watts for two small motors.

MARKET INFORMATION

How It Looks

The leading attraction of this exhibit is an enormous pair of head phones extending clear across the center section. They differ somewhat from regular phones in that each of these phones contain a daylight screen upon which is projected information and pictures relating to the gathering and distribution of market news and reports.

The phones partly cover a large painting of a scene laid in the home of a farmer who can be seen tuning in his radio to get the market report on eggs, for his wife who is seen standing in the door holding a large basket full of eggs.

The side sections contain text in large letters telling of the advantages of the market news service and how it benefits the farmer.

The booth is 10 ft. across the front, 10 ft. 6 in. deep and 7 ft. 11 in. high.

What It Tells

Market news has come to be of vital importance in the farm business. The farmer without market information is like a rudderless ship in constant danger of going on the rocks.

To be of greatest value this market news must be fresh - delivered hot off the bat - today's markets today.

The United States Department of Agriculture market news service that covers practically all the leading farm markets and reaches all parts of the country. Trained market reporters keep in close touch with conditions and prices on the markets and flash their reports over a leased telegraph wire system from coast to coast, and into the Southeast and Southwest.

Branch offices on the 7,000-mile leased wire system take off the news and dispatch it at once to producers, shippers and dealers. The reports are also furnished to upwards of 85 radio broadcasting stations

and received in thousands of farm homes by radio. Any farmer can have before him each day a comprehensive report on the markets the same day the business is done.

Dairy market reports are issued on butter, cheese, condensed and evaporated milk, and powdered milk. The story of the collection and distribution of these reports is shown in the films in this exhibit.

Where to Get Information

Write to the U.S. Department of Agriculture, Washington, D. C. to secure the mimeographed reports, issued by Branch Offices at various cities; statistics of production, stocks, prices and market movements.

